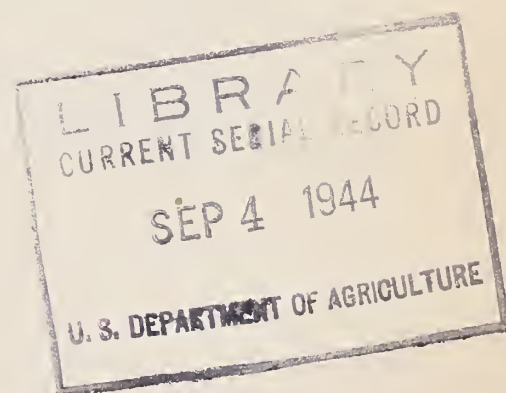


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September 1944

Marketing activities



WAR FOOD ADMINISTRATION Office of Distribution

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UNCLE SAM'S LATEST FOOD CUSTOMER

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Remember after the last world war when Government food stocks were dumped at prices that demoralized the established markets? Well, WFA is out to see that it doesn't happen again.

WHY CONSERVE MILK?

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During the spring and summer, the milk-conservation program was relaxed. Quotas limiting the sale of cream and byproducts were raised. Did that mean we don't need to go easy on milk consumption any more? It did not.

SEEDS FOR WAR AND PEACE

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One way to economize on cargo space: Ship required food abroad before it is food--while it's still seed, that is. To give you a rough idea, 14,000 *pounds* of tomato seed produced 194,000 *tons* of food.

DOUBLE-BARRELED SCHOOL LUNCH

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In 10 years the idea of Federally assisted school lunch has come quite a way. Today it has two aims, both mighty important--human nutrition and agricultural markets.

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Illustrations by Helen Morley.

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Issued monthly. Vol. 7, No. 9



Uncle Sam's Latest Food Customer

By Milt Mangum

Uncle Sam, the grocer, is busy these days checking his stocks. It's inventory time at the big national grocery store, and everything not needed for war gets marked, "For Sale to Civilians." Why? Uncle knows. By trimming his stocks now to known needs, he'll maybe save plenty of headaches after the shooting is over.

The job of disposing of all surplus Government-owned food stocks--both its own and that of the other Government and military organizations it acts as agent for--has been handed to the War Food Administration. To get the job done, WFA's policy will be (1) to disrupt normal civilian trade channels as little as possible and (2) to get the best possible price. After *this* war, WFA says, we won't dump food at prices that demoralize the established market.

To prevent such dumping, steps have been taken already. A sales division has been set up in the Office of Distribution's Procurement and Price Support Branch. This division, with a finger on the pulse of the food trade and market, can so time its food sales as to avoid disrupting normal markets.

To put the grocery store in order, WFA is keeping tabs on its food inventories. Shelf stocks are being turned to keep them from growing old. Some stocks not needed to fill war requirements are being released for civilian trade now while the supply is short--instead of after the war when it may be long. Foods purchased to support producer prices are being moved into industrial and trade channels as fast as the market can absorb them without upset.

Sale of Government-owned food into civilian trade outlets doesn't mean the war is over, but it does mean that the long, hard pull of building up food reserves may be leveling off. For a time it seemed there never would be enough food for our rapidly growing and fast-moving military forces. Our allies needed more food, and civilians with more money to spend wanted more and better foods. Back in the spring of 1941 when lend-lease food shipments began, Britain needed food desperately.

Her major protein sources had been cut off. And Russia's loss of the Ukraine left her short of food. Reserves had to be built up.

But the biggest food-reserve needs, after Pearl Harbor was bombed, were those of our own fighting forces. There would have to be food enough for every landing party--not just enough for today or tomorrow, but to last until the next boat arrived or, if that boat didn't get through, until one *did* get through. Food for building up stocks in the south Pacific, Greenland, Iceland, the Aleutians, north Africa; food for troops massing in Britain, for the invasion and after, for any emergency.

That was the way it was before we got into the war, and long after we got in. Today is different, because the stocks are built. Through the filled pipelines a smooth, steady, unrelenting flow of food pumps to our fighters and friends around the globe. The job now is to keep the supply lines filled.

So today WFA can put its groceries in order with an eye to reconversion. Changes in strategy, unexpected turns, new shipping schedules--all the adjustments that go with war--leave small stocks of food behind. Release of these foods into civilian food-trade channels will give civilians more food now and ease the reconversion burden afterward. Moreover, we can work out disposal patterns now, get experience in selling surplus food.

No Single Sales Procedure

As it moves this food toward civilians, WFA is using normal trade channels. But it's using no single procedure because a single one to cover all cases has not been devised--probably won't be. How the food is offered for sale, whether by offer to the original processor or to processors of the same commodity, through food brokers, on an open-bid basis, or in any other way, depends on the conditions under which the offer is made. The nature of the product, its quantity, location, and condition, and the demand for it all have a bearing on how it is offered.

But during the period of relatively short supply, one general practice has been to offer the food back to the processor or firm that sold it to the Government in the first place. These people know their product, remember, and they are probably better able than anyone else to move it into civilian outlets with minimum disturbance to the trade. Whatever remains may be offered to processors of the same or like commodities, because they too have the established trade outlets for it. Other foods may be offered for sale through brokers or the open-bid method. Food offered back to the original processor, to processors of the same or like commodities, or through brokers is offered at the ceiling price less the usual trade discount for relabeling, repackaging, and the like.

Sometimes release of food into civilian trade channels is out of the question because of its effect on the market or on the condition of the product. In these cases, the foods are being released to industrial users or--where the food is wholesome--distributed through the national Community School Lunch Program or to Federal and State hospitals and other institutions.

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WFA CHANGES BEEF SET-ASIDE SPECIFICATIONS

To conform to Quartermaster Corps specifications for beef purchased for the Army, WFA has changed its definition of "Army style" beef and also increased from 85 to 90 percent the amount of beef to be boned under the set-aside order. The change in the definition affects particularly "Utility" grade beef.

The percentage of beef to be boned was increased to meet military requirements. Federally inspected slaughterers are now required to set aside 45 percent of the beef which meets Army specifications, and of this amount they are to bone 90 percent.

Army-style beef as now defined is "dressed steer carcasses weighing 400 to 1,100 pounds, and dressed heifer carcasses weighing 350 to 650 pounds, grading U. S. Choice, Good, and Commercial, and steer and heifer carcasses weighing 350 to 550 pounds, grading U. S. Utility." The previous definition was "dressed steer carcasses weighing 400 to 1,100 pounds, and dressed heifer carcasses weighing between 350 and 600 pounds, grading U. S. Choice, Good, Commercial, and Utility.

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WFA ISSUES SOLUBLE COFFEE SET-ASIDE

Manufacturers of *soluble* coffee are now required to set aside all current inventories and 100 percent of future production to assure fulfillment of requirements of the armed forces and other Government agencies. This action, under WFO 109, does not affect the *roasted* coffee industry.

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To facilitate handling of the dry edible beans set aside for sale to Government agencies, WFA has amended WFO 45 to permit their delivery, under certain conditions, among country shippers.

The amendment will enable country shippers with sizable Government or authorized purchaser contracts to buy from other shippers enough beans to fill the contracts and to pass on the set-aside credit to the other shippers. Heretofore, beans set aside by country shippers under WFO 45 could be delivered only directly to a Government agency or an authorized purchaser.

PROPER GRADING AND QUICK COLLECTION AND STORAGE INCREASE EGG PROFITS

No matter how hard a hen may try to produce quality eggs, it's what happens between the nest and the skillet that really counts. And on Sand Mountain in northern Alabama some 600 farmers are setting a fine example of how it profits producers and benefits consumers to protect the high quality of eggs.

For years Sand Mountain farmers were like producers in most other communities in that they marketed eggs largely through country stores and hucksters. The time that eggs were kept in hot stores or sun-baked trucks was given hardly a thought. Dealers just bought from farmers at prices that permitted enough margin in the selling price to take care of the spoiled eggs.

But all this is now changed on Sand Mountain. The change came about when Jerry Roden, who owns the Boaz (Ala.) Creamery, got interested. This creamery has 33 truck routes operating daily over practically every road within a 30-mile radius of Boaz, collecting milk every morning and delivering it at the creamery. Roden figured it would take very little extra effort to collect eggs too.

So he built a cold-storage room large enough to hold 1,200 cases of eggs, and a modern grading room where eggs can be carefully candled and graded. Now each milk truck picks up eggs daily. Eggs laid one day are graded and packed in standard cases and go into storage the next day.

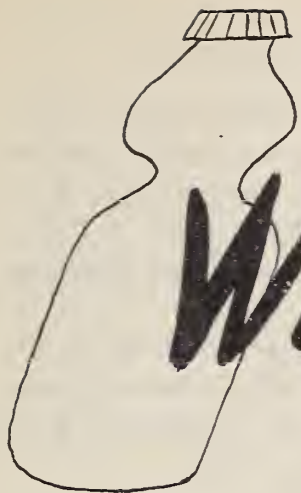
Producers are paid according to the grade they deliver. Those who deliver all Grade A large eggs get a premium price over those who deliver under grades. All leakers and inedible and dirty eggs go back to the producers. Grading is according to U. S. Standard consumer grades.

From March 1 through December 1943, the Boaz Creamery handled \$155,000 worth of eggs all on consumer grades, and during the first 3 months of 1944, purchases ran to \$37,000.

A quality check on the eggs bought in June showed that on those handled according to recommendations the loss resulting from poor quality was less than 1 percent. Eggs handled through country stores or hucksters, on the other hand, showed a loss of 40 percent.

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The grower prices for natural-condition dried figs used last year by the Office of Price Administration in establishing processors' ceiling prices for packed, processed dried figs will be used again in OPA regulations covering the 1944 pack.



Why Conserve Milk?

By Esther Osser

If your soldier son asked you to go easy on your milk consumption for a while so he and his comrades in arms could have some too, you'd do it cheerfully, wouldn't you? But of course your son wouldn't do that and, even if he did, one person's attempt to conserve milk wouldn't count for much.

So the War Food Administration, serving you both, is asking everyone who lives in an urban area to go easy this fall and winter--to level off on fluid-milk consumption and cut down on cream and byproducts. It's all done quite painlessly. WFA rations the dealer, and the dealer limits *his* sales accordingly.

Our need to conserve milk until the boys come home is a thing you can pin down and define. And like some tropical flowers, it's something you can actually see grow. Last year, for example, our armed forces bought less than 15 million cases of evaporated milk. This year, on the other hand, they have been allocated more than 24 million cases--and they'll take more if they can get it.

Butter supplies also continue tight. The Russians, who award butter to shock troops and hospital cases as morale-builders, asked for 200 million pounds during 1944. But we were able to promise them only 80 million pounds (some 6 million less than we sent in 1943), and a good part of that is in butter oil and Carter's Spread. We need the rest of our butter output to fill minimum U. S. civilian and military requirements.

Military requirements for whole milk powder have grown very rapidly --so much so that at present they aren't being met in full even though this year's production will more than double that of 2 years back.

Naturally, there's a reason for this expanding military demand for dairy products. For one thing, the armed services have grown tremendously, and the average serviceman eats more than he did when he was a civilian. Even more important right now is that many dairy products are such good export foods. They pack well, ship well, and store well. They can be compressed and dehydrated, and still taste reasonably like the food G. I.'s liked back in Dubuque, Ia., or Brooklyn, N. Y. Above all, they are nutritious.

That's a big point with the Army. The average adult, to keep at top strength, should get 3 cups of milk (or milk equivalent) a day. Here at home, in the training camps around the country, that isn't much of a hurdle. But overseas, in Guam and Italy and France where there isn't enough or maybe *any* milk for the people who live there, it's a high one. It can be got over only by substituting evaporated milk, cheese, butter, and powdered milk--the milk forms that can be shipped overseas with them--for the fluid milk the boys got at home. That's why, as more and more men go abroad, the call for dairy products gets louder and louder. Far from dying down as the allies push forward, it advances with them. And the day when U. S. military requirements for dairy products reach their peak will be the day before victory.

Some people have interpreted the partial relaxation of the milk-conservation program this spring and summer to mean that milk conservation is no longer needed. This is a mistake. Quotas limiting the sale of cream and byproducts (such as chocolate drink, buttermilk, and cottage cheese) were raised this summer because manufacturing plants were expected to get all the milk they could handle during April, May, June, and July without too much channeling by WFA. Milk production is seasonally heavy during those 4 months. Manufacturing capacity is limited by available manpower and containers as well as by actual plant facilities (which are never adequate to handle all the milk produced in spring and early summer). So it was felt that quotas could and should be raised wherever this was necessary to assure use of all the milk produced.

The fact that milk consumption shot up during those months of higher quotas is pretty strong proof that the milk-conservation plan is working and is still necessary. Without some sort of hold-the-line order, the sales records show, fluid-milk consumption would skyrocket and manufactured production would drop off shortly.

So long as there's a war on, we can't let that happen. We must keep enough milk flowing to the dairy plants to permit capacity operation. And . . . each consumer should know why we need to conserve. Because while milk conservation is primarily the milk dealer's *job*, it's everyone's *responsibility*.

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WFA OFFERS CANNED CARROTS FOR SALE

WFA has been authorized to sell 55,047 cases of canned carrots from stocks held by the War Shipping Administration. Packed 24 No. 2 cans to the case, these carrots are being offered for sale back to the original packers in order to utilize their normal distributive facilities in returning this commodity to civilian trade.

GROWER PRICES ANNOUNCED FOR PEACHES
FOR CANNING, FREEZING IN CERTAIN STATES

An average grower price not over \$60 a ton, which is being used in 12 southeastern States in establishing processors' ceiling prices for the 1944 pack of canned and frozen peaches, has been extended to include all other States except Washington, Oregon, and California, WFA and the Office of Price Administration have announced.

Average grower prices of \$50 a ton for peaches packed in California and \$60 a ton for peaches packed in Washington and Oregon have been announced.

Ceiling prices for processed peaches will be established on a formula basis this year. Since a period in 1941 will be the base used in establishing formula prices, raw-material cost allowances in such ceilings will be based on grower price increases since that time.

The \$60-a-ton grower price for peaches is at the growers' customary delivery point and refers to the grade customarily contracted for and received by processors in each area. It is based on the customary grading procedure and the customary tolerances for fruit not meeting contract specifications.

WFA said that canners' eligibility for participation in the support program on canned peaches would depend on payment by canners to growers of not less than \$60 a ton for all purchases of peaches for canning.

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WIDER USE OF NONFAT MILK
SOLIDS IN ICE CREAM PERMITTED

Manufacturers of frozen dairy foods are no longer restricted under WFO 8 in the use of milk solids-not-fat in ice cream so long as the total quantity of milk solids they use does not exceed 22 percent.

Heretofore, the use of fat and nonfat milk solids was on a ratio basis: The total quantity of nonfat milk solids used could not exceed 80 percent of the butter fat used. That is, for each pound of butter fat used in making ice cream, only eight-tenths of a pound of milk solids-not-fat could be used.

Removal of the provision limiting the use of milk solids-not-fat in making frozen dairy foods--effected by amendment 4 to WFO 8--was made in recognition of the improvement in production of nonfat dry milk solids and of the decline in butter production.

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WFA is offering for sale to the original processors at ceiling prices approximately 62,000 cases of sweetened condensed milk and 27,609 cases of Grade A orange juice.

SEEDS FOR WAR AND PEACE

. . . . By Emmett Snellgrove

A tough marine sergeant from Iowa strode up to last year's Christmas mess on a south Pacific island with only casual concern. He looked idly at the chow line, blinked, burst into a grin. There before him was a steaming heap of Iowa sweet corn. He pitched in. Even the folks back home didn't have roasting ears for Christmas.

The corn came from the little-known battlefield gardens that are growing in the rich gumbo and volcanic soils of our distant military bases. In the south Pacific, where thousands of our fighting men are cultivating their own gardens behind the front lines, the total yield will exceed 150,000 tons of food this year. The value of this food, running into millions of dollars, is small beside our overseas troops' well-being when they get fresh vegetables grown from the same kind of seeds that grow in their mothers' Victory gardens.

And on the other side of the world, thousands of American soldier prisoners behind the German lines are also enjoying fresh vegetables, grown and harvested on the spot with seeds sent through the American Red Cross. The War Food Administration and the Red Cross supplied the seeds, with explicit instructions for cultivating, and also provided the necessary gardening tools. The 15,000 pounds of seeds--shipped in some 4,000 small packets containing 3 or 4 pounds each--are insignificant compared to the millions of pounds grown annually in this country, but they are enough to supply fresh vegetables for 400,000 men.

Around the World

The constant flow of seed supplies from the United States is today affecting the lives of millions of people in scores of places around the world. Since March 1941, we have shipped abroad about 105 million pounds of vegetable and field seeds. During the 12 months ended July 1, 1944, WFA exported some 18 million pounds of vegetable seeds to 31 countries and Territories. This quantity, only about 5 percent of U. S. vegetable-seed production, in the lands to which shipments have been made often has meant life itself. In England and Russia, for example, relief agencies have provided nearly 200,000 destitute families with enough American seeds to plant their own gardens for harvesting this summer.

The economy of shipping seeds to our armed forces abroad and our allies is obvious when we consider that the 14,000 pounds of tomato seeds which were scattered over 5 continents produced 194,000 tons of foods, and that 7 million pounds of bulkier bean seeds produced 117,000 tons.

If all the 18 million pounds of seeds could have gone at one time to one destination, a single 10,000-ton cargo vessel could have carried them--with enough space left over to carry a thousand or so tons of other strategic materials. On the other hand, had we shipped the food produced from these seeds, it would have required the entire available space on 900 such ships. At current prices, these seeds would produce about 2 billion dollars' worth of food, but the seeds cost only about 6 million dollars.

The year's largest combined total of seeds--about 4½ million pounds --went to Russia. The smallest shipment--35 pounds--went to Ethiopia. Between these high and low figures varying quantities were shipped to England, Australia, north Africa, the West Indies, British East Africa, Nigeria, Ceylon, the Union of South Africa, French Cameroons, the Dominican Republic, Costa Rica, El Salvador, Panama, Brazil, Peru, Honduras, Sweden, New Hebrides, Martinique, Belgian Congo, Paraguay, Venezuela, the Virgin Islands, India, Cuba, Italy, and points in the south Pacific.

In addition, thousands of pounds were exported commercially to practically every other country not under Axis control. A small quantity, principally for experimental purposes, was exported through the Office of the Coordinator of Inter-American Affairs.

Russia and the United Kingdom have taken about half of our exports of vegetable seeds during the last year, preferring beans, beets, cabbage, carrots, cucumbers, onions, peas, and radishes. Yet despite all these shipments, we have ample vegetable seeds to meet our own expanded requirements at home.

92 Percent to U. S. Civilians

WFA allocated 302 million pounds to all claimants for the fiscal year beginning July 1, 1944. The largest share will go to United States civilians, who will need about 92 percent of the available supply for next year's estimated 5 million commercial acres and over 20 million Victory gardens.

U. S. vegetable-seed acreages are large this year, and harvests of most varieties are expected to reach all-time peaks. Many of the 36 varieties (from beans to turnips) will in fact be in such good supply that substantial unallocated balances will be included in year-end stocks--to be drawn upon, if needed, for use in liberated areas or for requirements not now anticipated.

The four most important biennial seeds--beet, cabbage, carrot, and onion--were critically short until the 1943 season, but their production this year is expected to be sufficient to meet most if not all of current requirements. Moreover, there may be some reserves of cabbage and carrot seeds for stockpiling purposes.

Before the war, the United States was one of the world's leading seed importers. But these imports stopped abruptly when Germany invaded France, and it became quickly clear that we must produce seeds enough not only for ourselves but our allies as well. England's continental seed imports, cut off the same as ours, had ended just when she was beginning to convert her untilled acres to food production. Australia could not help England because she too was in desperate need. And when Germany captured the Ukraine, Russia had to import large quantities of seeds or starve.

This situation did not catch our vegetable-seed industry off guard. Even before war struck, representatives of the Department of Agriculture and the seed growers' industry had guessed the probable course of events, laid plans for large-scale seed production in this country. Production increased from 124 million pounds in 1939 to nearly 350 million pounds in 1943. This foresight paid dividends. We could supply our allies with all the seeds they needed and keep an abundant quantity at home. And this year, with seeds perhaps going on to a bigger job in world rehabilitation, our production has been stepped up to an even greater tempo.

Military Uses Too

Even as vegetable seeds are essential in food production, field seeds are essential not only in the production of livestock feed but they have definite military value, too.

Legumes and grasses help feed our tremendous livestock population, which this year broke all records. In Russia thousands of acres have become pastures for great herds of livestock, and in England and other countries American fighting planes are taking off and landing every day on fields protected against wash and erosion by cover crops from American seeds.

Field-seed shipments to Russia have been mainly Austrian winter peas, soybeans, sorghum, and vetch, and to the United Kingdom orchard grass, Kentucky bluegrass, timothy, redtop, meadow fescue, vetch, and mixtures of alsike clover and white clover. From 70 to 75 percent of our orchard grass and a substantial portion of our meadow fescue have gone to the United Kingdom during the last 3 years. If present plans of the Russian, British, and French forces work out, thousands of additional acres freed from the Axis will be transformed into rich pasture lands.

For all purposes, our friends abroad have asked for approximately 60 million pounds of field seeds during the next 12 months. WFA, which believes that sending small seeds abroad to produce large crops makes good sense, and the American seed industry, which has already done such a remarkable supply job, are going to do their best to fill that need.

NO DUMPING OF EGGS, SAYS WFA

In announcing storage holdings of 1.4 million cases of shell eggs and 37.5 million pounds of frozen eggs as of August 4, WFA emphasized that these WFA stocks are being held for sale only at ceiling prices and that they will not be "dumped" on the market in large volume at any one time.

Simultaneously, it was announced that because WFA stocks no longer include the types of eggs used by driers and freezers, sales to driers are being discontinued and deliveries of eggs to breakers and freezers are being curtailed. Stocks of shell eggs purchased by WFA under its price-support program have been reduced considerably by dealers' cancellations of sales to WFA.

Stocks of shell eggs owned by WFA are being held in storage for release at ceiling prices into normal commercial channels as they are needed, while frozen egg supplies also are being held for future sale at ceiling prices, either to driers, to export markets, or for sale as frozen eggs into normal trade channels if they are required.

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WFA TO BUY SMOOTH PEAS

WFA's price-support program on designated classes of dry edible smooth peas, which may involve the purchase of about 3,300,000 bags (100 pound) during the crop year ending June 30, 1945, is being facilitated by the issuance of master contracts to dealers instead of the purchases on a weekly offer-and-acceptance basis of former years.

Beginning in August, WFA now asks dealers to sign the master contracts indicating the quantity of eligible peas (Alaska, Bluebell, Scotch Green, First and Best, Marrowfat, White Canada, and Colorado White grading U. S. No. 2 or better) which they intend to offer during the crop year. A simple tender of delivery then will be made to WFA as often as lots are available, and shipping instructions will be issued. The master contract will permit shippers to use a single contract number throughout the year.

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RESTRICTIONS CONTINUED ON RAISIN VARIETY, ZANTE CURRANT GRAPES

Anticipating that most of this year's crop of raisin-variety and Zante-currant grapes produced in eight California counties will be needed to meet military and essential civilian requirements, WFA is continuing restrictions that affect these varieties produced in these areas during the 1944-45 marketing season. Restrictions cover purchase, sale, delivery, receipt, and use of these grapes grown in Fresno, Kern, Kings, Madera, Merced, Stanislaus, San Joaquin, and Tulare Counties.



Double-barreled School Lunch



By Bernell Winn

As a matter of record, it is just another page or so of congressional proceedings--"Public Law 367" is how it is tabbed. But as a matter of fact, it is one of the country's most versatile pieces of legislation. For the Community School Lunch Program all in one action seeks to boost the health standards of young America, and provides a market for surplus foods and gives us a potential peacetime market for agricultural commodities.

Last July, when the Senate Special Subcommittee on Wartime Health and Education met in Washington, it was pointed out that nearly 5 million of the Nation's young men were unfit for military service at a time when manpower needs here were the most critical ever. At the hearing it was also brought out that these physical defects in very many cases had existed in childhood and youth--long before these young men came up for Selective Service physical examination. Nearly 9 percent of the men examined from November 1940 to January 1942 failed to meet dental standards for Army acceptance.

If we are to accept this challenge, our only open course seems to be to begin rehabilitating our population at the age when malnutrition can best be attacked. The best place to make this attack is the home, but for a variety of reasons it often cannot be made there. War-working mothers can't fight malnutrition, and substandard incomes can't. Neither can improper food distribution, inadequate knowledge of nutrition, nor school children who can't go home for lunch.

School is the next best place.

Back in 1935, when Federal assistance to the program had its beginnings, the aim was to find outlets for food that were a glut on the market. Gradually child nutrition became increasingly important until today the use of abundant foods is only one part of the program.

To be eligible to apply for participation in the Community School Lunch Program, a school must be public or private, of high school level or under, and a nonprofit organization. Local responsibility, after the school has been approved for assistance under the program, is assumed by a local sponsor, usually the school board, aided by parent-teacher groups, civic clubs, and fraternal units--that is, any nonprofit organization.

When the program is finally set up in a school, help (often volunteer) is obtained, facilities are rented or donated, and the sponsors decide what type of lunch the children are to receive. WFA reimburses local sponsors according to the financial need of the school and the type of lunch served.

In schools where type A lunches are served, each pupil gets at least a third of his daily nutritional requirements including half a pint of milk; meat, poultry, cheese, fish, egg, dry peas, beans, soybeans, or peanut butter; vegetable and/or fruit; whole grain or enriched bread or rolls; butter or fortified oleomargarine. WFA pays up to 9 cents for each of these lunches.

Type B is about the same as A, but its smaller portions should be supplemented by food brought from home in a lunch box. For this type WFA pays up to 6 cents for each lunch. Type C is half a pint of milk for which WFA pays up to 2 cents.

The children are to pay for the lunch if they can, but if they can't they will receive it anyway. If they wish, they may continue to bring lunches from home--but usually where there is a School Lunch Program the home-packed lunch box loses its popularity.

After buying food locally from merchants and farmers, the local sponsor stores, prepares, and serves it, helping the Government by using abundant foods and then rounding out menus with other foods. In the background stands WFA, supplying money where it is needed and occasionally abundant foods which it has bought to support prices. These WFA-owned foods are sent only upon request to local sponsors, who receive information from time to time about what foods are available. About 40 percent of the foods WFA distributed directly to public and private institutions last year went to the School Lunch Program.

For Example

Enthusiasm of local sponsors and schools is shown by their response to WFA-supplied abundant foods. For example, in El Paso, Tex., the manpower shortage doesn't stop the sponsors. When a carload of food arrives, the Council of Parents and Teachers sends a corps of regularly trained volunteer women to check the commodities as they are unloaded, to ride the trucks that deliver them, and to get a receipt from the agencies that receive the goods. And only a part of this food goes to School Lunch; the rest goes to public or private institutions that receive direct food gifts from the Government. The same volunteers help can some of these commodities for winter use under the program. The Victory Corps boys from El Paso's high schools help unload the cars. The county provides trucks and drivers to unload and deliver the commodities from the cars. Two high school agricultural instructors and their pupils assist.

Aside from the nutritional benefits which result from the program to the Nation's children, War Food Administrator Marvin Jones recently

emphasized the fact that he believed the program to be a sound basis for permanent agricultural markets. He considers it an integral part of an effective food production and distribution program. He also emphasized the fact that the principal operation of the program is to provide food--a wartime program providing proper distribution of food, and a peacetime program providing expanding markets for agricultural produce and an orderly removal of farm surpluses.

The School Lunch Program itself solves transportation and storage problems to the extent that it absorbs local abundances. The support of canning centers in connection with the program has been another double-duty activity, providing an outlet for foods at their peak of production while assuring food for the program during winter months when fresh produce is not to be had.

With nothing to lose and the health of American youth and a market for surplus foods to gain, Federal assistance to the community school lunch programs this month begins its tenth year.

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PRICE DIFFERENTIAL FOR RENOVATED USED POTATO BAGS

Deliveries of potatoes in renovated used bags may be made at the prices prevailing for deliveries in new bags, WFA has announced in an amendment to the 1944 price-support program for Irish potatoes.

There will be no price differential for deliveries of potatoes in used bags of uniform appearance which have been thoroughly cleaned, thoroughly mended, and turned--either plain or reprinted with a brand customarily used by the participant. The deduction of 10 cents per hundredweight is continued with respect to deliveries in all other used bags. The original program provided the 10-cent differential for deliveries in all used bags regardless of condition. The action was designed to conserve supplies of new burlap and to encourage the maximum use of sound used containers.

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WFA RELEASES FOOD FOR STORM VICTIMS

Late last June a tornado struck West Virginia, killing more than 100 people, wiping out entire villages, and leaving hundreds of people without food or shelter.

WFA at once made food available to State agencies for distribution in the devastated area. The food, distributed to 1,599 persons in 400 families, was as follows: Eggs, 3,000 dozen; spinach, 60 No. 10 cans; evaporated milk, 7,200 cans; potatoes, 4,500 pounds.

ABOUT MARKETING:

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Office of Distribution, War Food Administration, Washington 25, D. C.

Addresses.

Government Foods--War and Post-War. August 28, 1944. 2pp. (processed) By M. L. Brenner

Looking Ahead on Food Problems. August 18, 1944. 4pp. (processed) By Lee Marshall

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